

In the Claims:

1. (Currently Amended) ~~Display~~ A display unit for a portable electronic device, comprising:

~~[[-]] an essentially a~~ substantially transparent display layer (5) having a front side (5a) ~~provided~~ for displaying information ~~[[,]]~~ and a rear side (5b);

~~[[-]] a colour~~ color filter layer (4);

~~[[-]] a reflector (2) ; and~~

~~[[-]] a lighting system (7) for illuminating the~~ substantially transparent display layer (5) from the rear side (5b), ~~said the lighting system (7) adapted~~ configured to be switched on ~~[[,]] or off,~~

wherein ~~when the lighting system (7) is switched on,~~ the display unit (1) operates in an emissive mode when the lighting system is switched on, wherein ~~when the lighting system (7) is switched off,~~ the display unit (1) operates in a reflective ~~or~~ and/or transfective mode when the lighting system is switched off, and wherein the reflector (2) is ~~provided~~ on a front side (4a), ~~facing a user,~~ of the ~~colour~~ color filter layer (4) facing a user, such that ~~the~~ reflected light does not have to travel through the ~~colour~~ color filter layer (4).

2. (Currently Amended) ~~Display~~ A display unit according to claim 1, wherein ~~the display layer (5) the color filter layer is on the rear side of the substantially transparent display layer (5b) is provided with a color filter layer (4) having a~~ and the front side of the color filter layer faces (4a) facing the substantially transparent display layer (5), said, and wherein the front side (4a) being provided with of the color filter layer includes at least one reflector (2).

3. (Currently Amended) ~~Display~~ A display unit according to claim 2, wherein the at least one reflector (s) (2) covers less than 50 % of ~~the~~ a total area of the rear side (4b) of the color filter layer (4).

4. (Currently Amended) ~~Display~~ A display unit according to claim 2, wherein the at least one reflector ~~(s)~~ ~~(2)~~ covers less than 25 % of the a total area of the front side ~~(4a)~~ of the color filter layer ~~(4)~~.

5. (Currently Amended) ~~Display~~ A display unit according to claim 3 ~~or~~ 4, wherein the at least one reflector ~~(2)~~ is provided in ~~the~~ a center of the front side ~~(4a)~~ of the color filter layer ~~(4)~~.

6. (Currently Amended) ~~Display~~ A display unit according to claim 3 ~~or~~ 4, wherein the at least one reflector ~~(s)~~ ~~(2)~~ ~~is/are~~ is provided adjacent to an edge of the front side ~~(4a)~~ of the color filter layer ~~(4)~~.

7. (Currently Amended) ~~Display~~ A display unit according to ~~any one of the~~ claims 3-6, claim 3, wherein the at least one reflector ~~(2)~~ has a rectangular shape.

8. (Currently Amended) ~~Display~~ A display unit according to ~~any one of the~~ claims 3-6, claim 3, wherein the at least one reflector ~~(2)~~ has a circular shape.

9. (Currently Amended) ~~Portable~~ A portable electronic device comprising:
[[-]] at least one display unit ~~(1)~~, comprising:
[[-]] ~~an essentially~~ a substantially transparent display layer ~~(5)~~ having a front side ~~(5a)~~ provided for displaying information ~~[[.]]~~ and a rear side ~~(5b)~~; ;
[[-]] a ~~colour~~ color filter layer ~~(4)~~; ;
[[-]] a reflector ~~(2)~~ ; and
[[-]] a lighting system ~~(7)~~ for illuminating the substantially transparent display layer ~~(5)~~ from the rear side ~~(5b)~~, ~~said the~~ the lighting system ~~(7)~~ ~~adapted~~ configured to be switched on ~~[[.]]~~ or off, wherein ~~when the lighting system (7) is switched on~~, the display unit ~~(1)~~ operates in an emissive mode when the lighting system is switched on, wherein ~~when the lighting system (7) is switched off~~, the display unit ~~(1)~~ operates in a reflective-~~or~~ and/or transfective mode when the lighting system is switched off, and wherein the reflector ~~(2)~~ is ~~provided~~ on a

front side (4a), ~~facing a user~~, of the ~~colour~~ color filter layer (4) facing a user, such that reflected light does not have to travel through the ~~colour~~ color filter layer (4).

10. (Currently Amended) ~~Portable~~ A portable electronic device according to claim 9, wherein ~~the display layer (5)~~ the color filter layer is on the rear side of the substantially transparent display layer (5b) is provided with a color filter layer (4) having a and the front side of the color filter layer faces (4a) facing the substantially transparent display layer (5), said, and wherein the front side (4a) being provided with of the color filter layer includes at least one reflector (2).

11. (New) A display unit according to claim 4, wherein the at least one reflector is provided in a center of the front side of the color filter layer.

12. (New) A display unit according to claim 4, wherein the at least one reflector is provided adjacent to an edge of the front side of the color filter layer.

13. (New) A display unit according to claim 4, wherein the at least one reflector has a rectangular shape.

14. (New) A display unit according to claim 4, wherein the at least one reflector has a circular shape.

15. (New) A display unit according to claim 5, wherein the at least one reflector has a rectangular shape.

16. (New) A display unit according to claim 5, wherein the at least one reflector has a circular shape.

17. (New) A display unit according to claim 6, wherein the at least one reflector has a rectangular shape.

In re: Thomas Sandelius.
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18. (New) A display unit according to claim 6, wherein the at least one reflector has a circular shape.